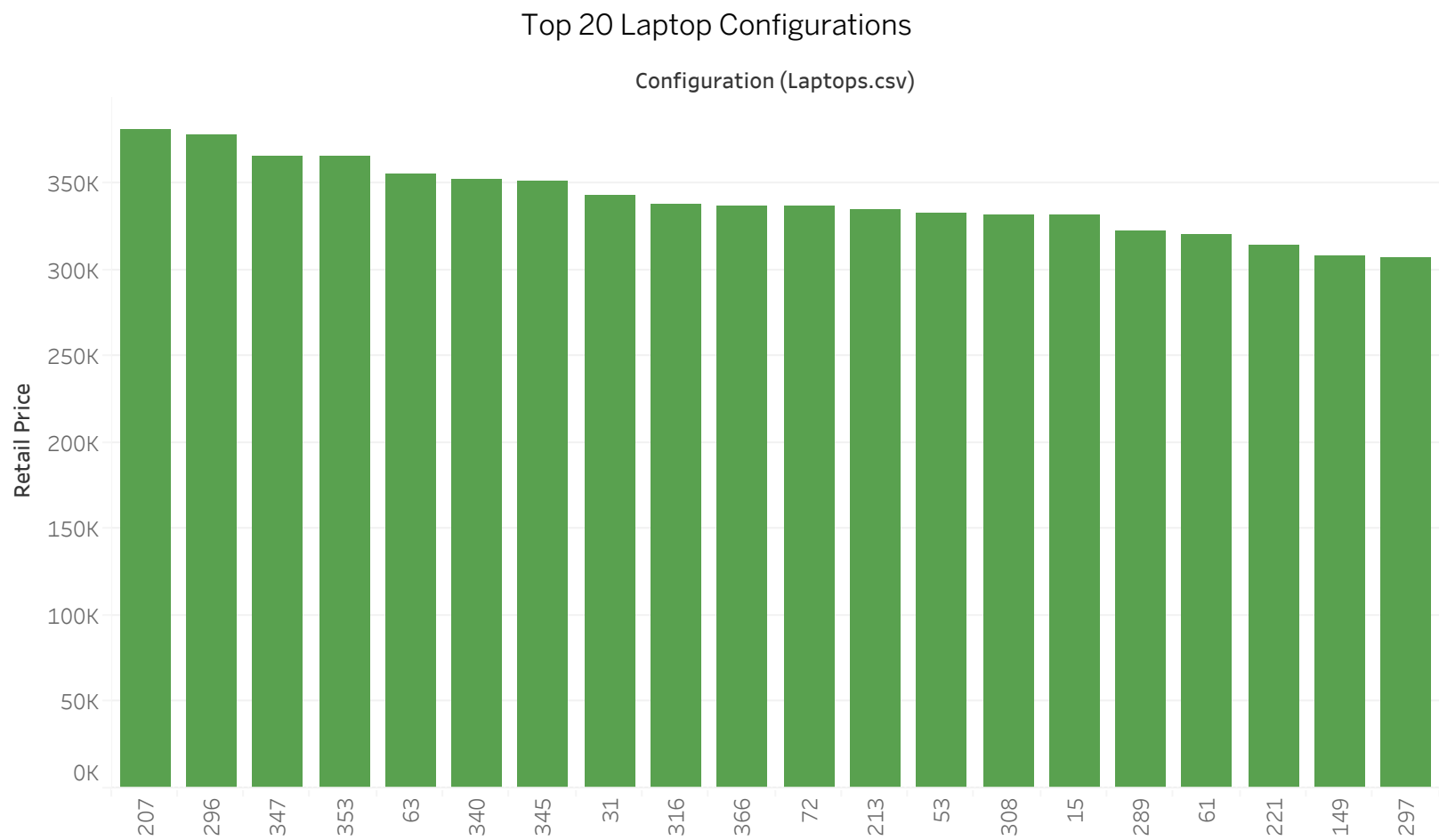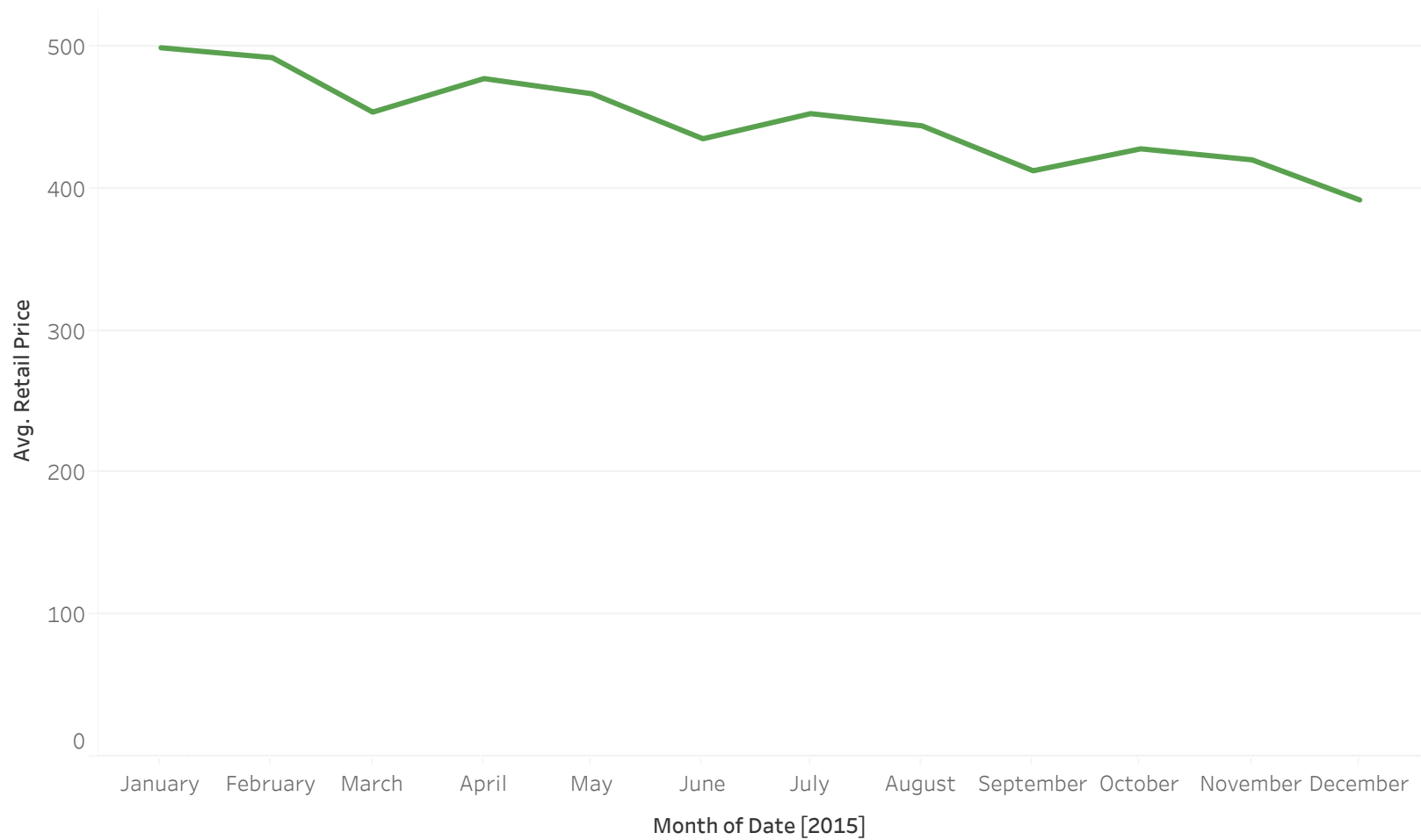Q1. Which are the top 20 laptop configurations that were sold in 2015? Make the '20' dynamic

Top 20 Laptop Configurations

Configuration (Laptops.csv)

Sum of Retail Price for each Configuration (Laptops.csv). The view is filtered on Configuration (Laptops.csv), which has multiple members selected.

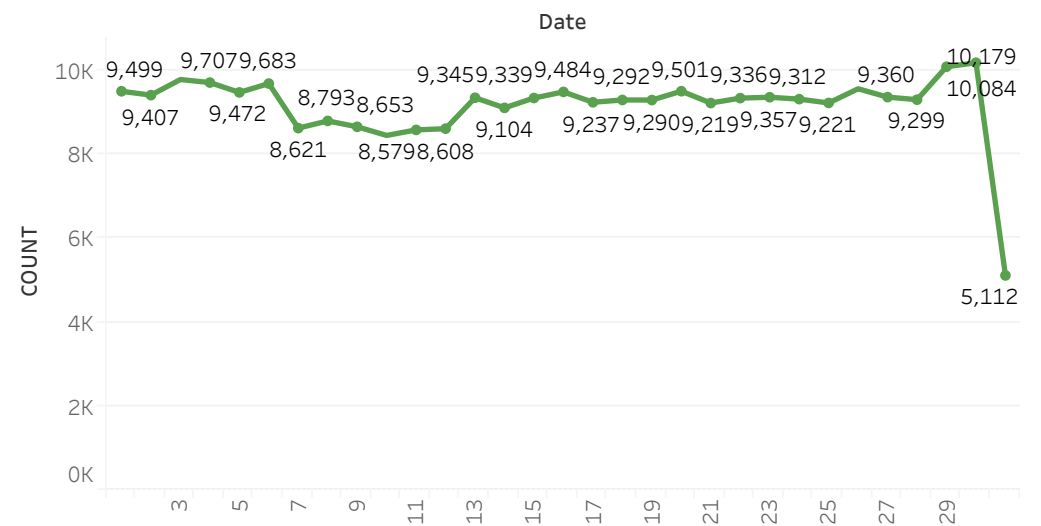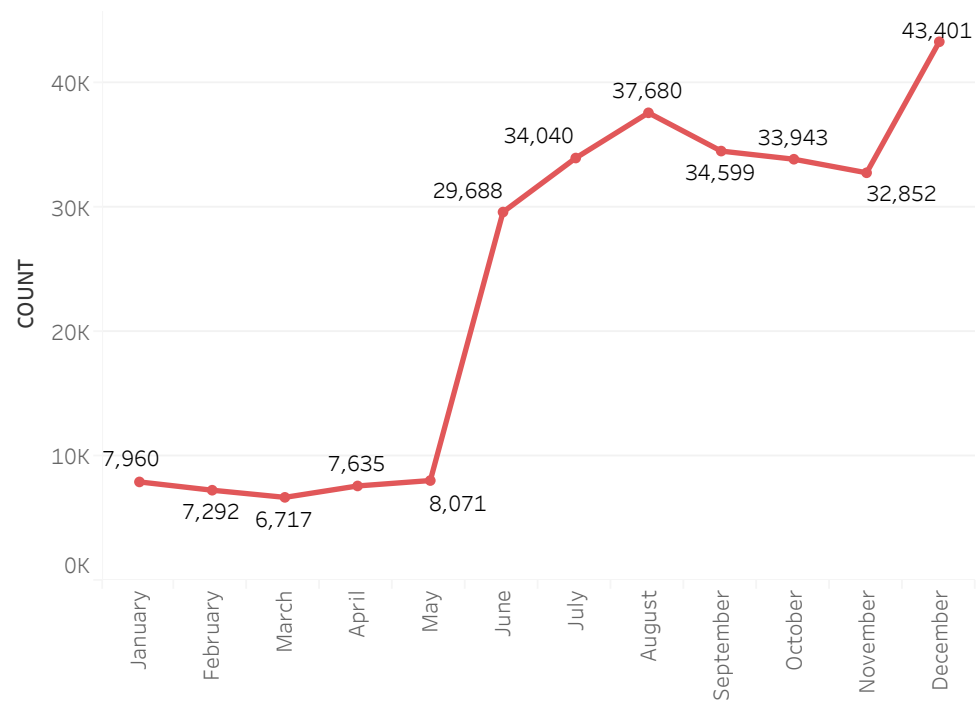# Q2. For these Top '20' laptops, Has the average price varied with time?

The trend of average of Retail Price for Date Month. The data is filtered on Configuration (Laptops.csv), which has multiple members selected.

Q3. Are average prices for these top '20' laptops consistent across all the 15 stores? (use laptops as filters)
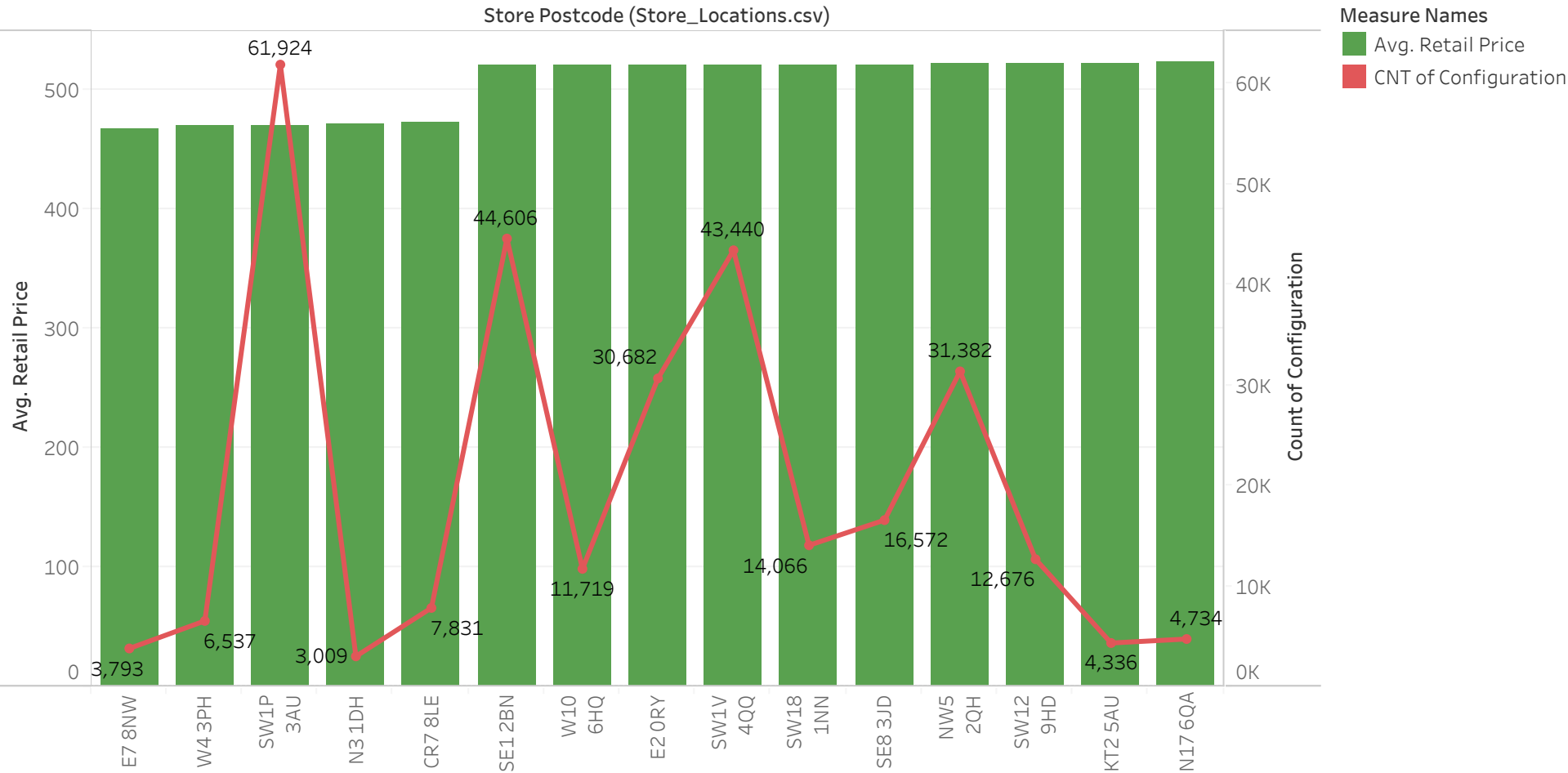
Store Postcode

Average of Retail Price for each Store Postcode. The data is filtered on Configuration (Laptops.csv) and Action (MONTH(Date)). The Configuration (Laptops.csv) filter has multiple members selected. The Action (MONTH(Date)) filter keeps 1 member.

Q4. Does laptop sales vary by Month OR Day of the month? (eg: More Sales in December or Low Sales at the end of the Month)

Left chart (COUNT by Month):
- January: 7,960
- February: 7,292
- March: 6,717
- April: 7,635
- May: 8,071
- June: 29,688
- July: 34,040
- August: 37,680
- September: 34,599
- October: 33,943
- November: 32,852
- December: 43,401

Right chart (COUNT by Date):
9,499 | 9,407 | 9,707 | 9,683 | 9,472 | 8,793 | 8,621 | 8,653 | 8,579 | 8,608 | 9,104 | 9,345 | 9,339 | 9,484 | 9,292 | 9,501 | 9,336 | 9,312 | 9,237 | 9,290 | 9,219 | 9,357 | 9,221 | 9,360 | 9,299 | 10,179 | 10,084 | 5,112

Q5. Do stores with lower average pricing also sell more?

The trends of Avg. Retail Price and CNT of Configuration for Store Postcode (Store_Locations.csv). Color shows details about Avg. Retail Price and CNT of Configuration.

Q6. Reduce the 864 Configurations to 32 Configuration groups. Do this by making High-Low groups for each of the 5 configuration parameters. How does the average price for these 32 configuration differ from each other? (Hint: Use Combined Fields)
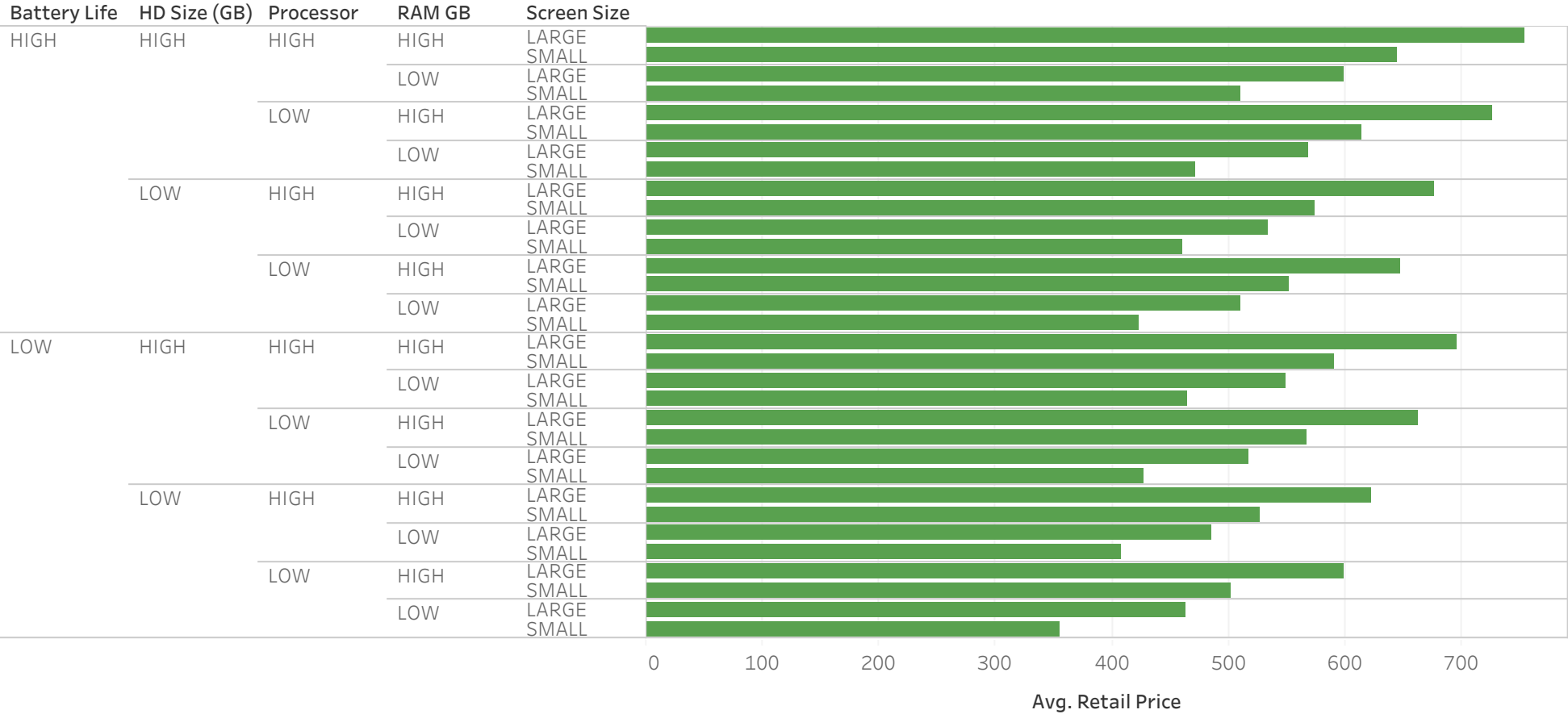

Average of Retail Price for each Screen Size broken down by Battery Life, HD Size (GB) , Processor and RAM GB.

Q7.On average how far do customers travel to buy laptops? (Create the distance between Customer and Store and calculate the average distance travelled at an overall level as well as for each store Distance = sqrt[square(COSX-OSX) + square(COSY-OSY)]

Store Postcode

Average of DISTANCE for each Store Postcode. The data is filtered on Action (MONTH(Date)) and Action (Store Postcode). The Action (MONTH(Date)) filter keeps 1 member. The Action (Store Postcode) filter keeps 15 members.

Q8. Does store proximity help in increasing sales of the store?
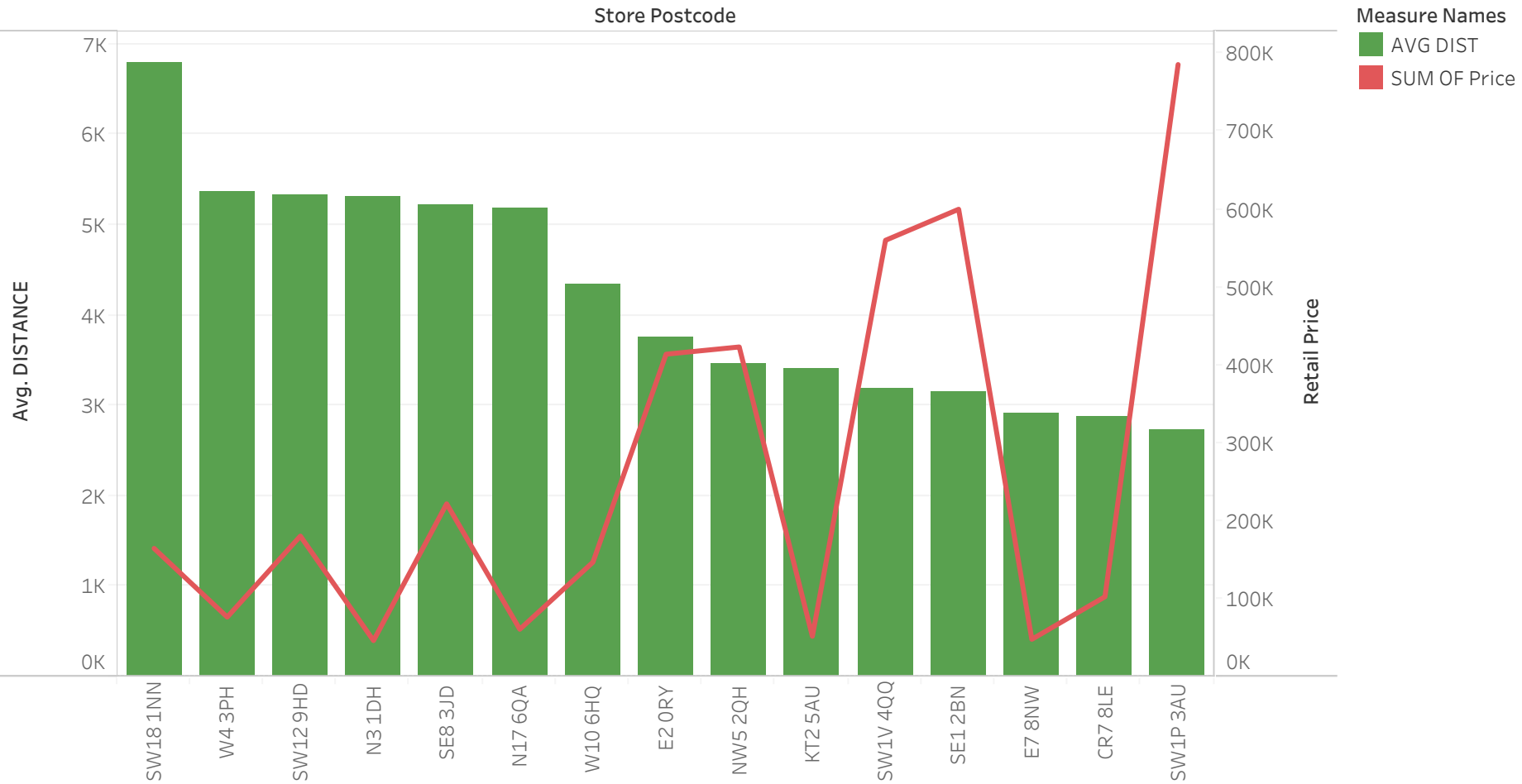
The trends of AVG DIST and SUM OF Price for Store Postcode. Color shows details about AVG DIST and SUM OF Price. The data is filtered on Action (MONTH(Date)) and Action (Store Postcode). The Action (MONTH(Date)) filter keeps 1 member. The Action (Store Postcode) filter keeps 15 members.

Q9. Create a Store-view dashboard to include worksheets related to Store numbers (Use interactive filter)

Story

Store Postcode

Story

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Story

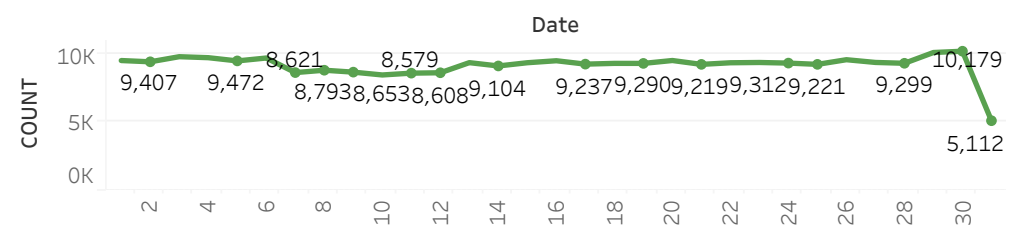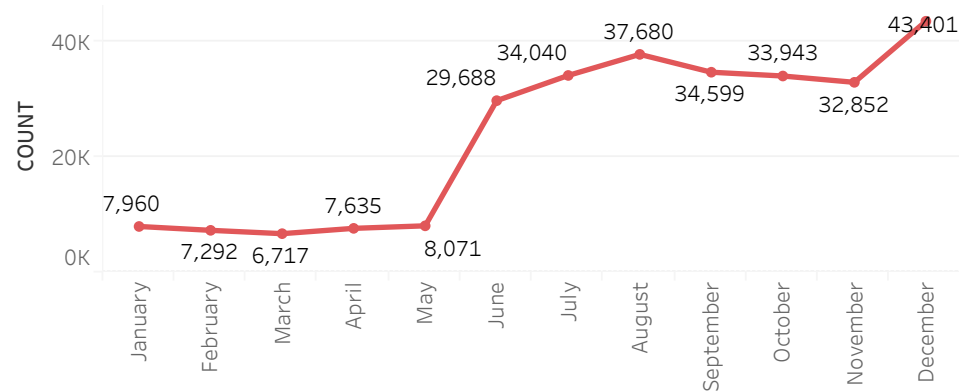The average Price is Very Close to similar across stores for top 20 LAPTOP

laptop sales vary by Month OR Day of the month.

Lower AVG Price does not have any Strong relation with the No. of Laptops sold

Store proximity does Not Help Much in increasing the sales

A Store-view Dashboard to include worksheets related to Store Numbers

Store Postcode (Store_Locations.csv)

Measure Names
- Avg. Retail Price
- CNT of Configuration

Data labels on the line (CNT of Configuration): 3,793; 6,537; 61,924; 3,009; 7,831; 44,606; 11,719; 30,682; 43,440; 14,066; 16,572; 31,382; 12,676; 4,336; 4,734

X-axis (Store Postcode): E7 8NW, W4 3PH, SW1P 3AU, N3 1DH, CR7 8LE, SE1 2BN, W10 6HQ, E2 0RY, SW1V 4QQ, SW18 1NN, SE8 3JD, NW5 2QH, SW12 9HD, KT2 5AU, N17 6QA

Left Y-axis: Avg. Retail Price (0, 100, 200, 300, 400, 500)

Right Y-axis: Count of Configuration (0K, 10K, 20K, 30K, 40K, 50K, 60K)

Story

Store Postcode

Measure Names
- AVG DIST
- SUM OF Price

Avg. DISTANCE (left axis): 0K, 1K, 2K, 3K, 4K, 5K, 6K, 7K

Retail Price (right axis): 0K, 200K, 400K, 600K, 800K

Store Postcodes: SW18 1NN, W4 3PH, SW12 9HD, N3 1DH, SE8 3JD, N17 6QA, W10 6HQ, E2 0RY, NW5 2QH, KT2 5AU, SW1V 4QQ, SE1 2BN, E7 8NW, CR7 8LE, SW1P 3AU

Story

Store Postcode — Avg. Retail Price by store postcode (N17 6.., E7 8N.., CR7 8.., NW5 2.., SW1P.., SW1V.., SE1 2.., SW12.., SE8 3J.., KT2 5.., SW18.., E2 0RY, W10 6.., N3 1DH, W4 3PH)

Store Postcode — Avg. DISTANCE by store postcode (SW18.., W4 3PH, SW12.., N3 1DH, SE8 3J.., N17 6.., W10 6.., E2 0RY, NW5 2.., KT2 5.., SW1V.., SE1 2.., E7 8N.., CR7 8.., SW1P..)

Store Postcode — AVG DIST and SUM OF Price by store postcode (SW18 1NN, W4 3PH, SW12 9HD, N3 1DH, SE8 3JD, N17 6QA, W10 6HQ, E2 0RY, NW5 2QH, KT2 5AU, SW1V 4QQ, SE1 2BN, E7 8NW, CR7 8LE, SW1P 3AU)